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# The ROE CHERRY

HAS NO COMPETITORS



**R**IPENS fully six weeks later than the Royal Ann or Lambert and is the latest *sweet* cherry grown. Almost as large as the Royal Ann, with a firmer flesh. This cherry, with others in your orchard or garden, will enable you to enjoy this most delicious and easily the favorite of all fresh fruits from June until in September

# THE ROE CHERRY

A VERY LATE AND DELICIOUS SWEET CHERRY

## A Splendid Home Variety

**I**N introducing this new variety of cherry to the fruit-loving public, we feel that a variety of great merit, and one that holds great possibilities for the fruit-grower, is being introduced. This new cherry was originated on the farm of Mr. Barnett Y. Roe, near Gaston, Yamhill County, Oregon, after whom it is named.

The Roe Cherry bears many similarities of the Royal Ann and Centennial varieties, although it is decidedly firmer in flesh than either of these.

As a variety to be planted in the garden, to be used for home canning and preserving purposes, it ranks second to none. Every woman who puts up fruit and who is particular as to the appearance of same—and most women are—does not want fruit that “mushes” or “breaks up” when canned. In this particular the Roe is especially desirable, as it remains perfectly whole when cooked and does not have that undesirable “soft, mushy” taste when served.

## A High-grade Commercial Variety

The qualities which are so desirable in a home variety must also tend to make it a great commercial variety, providing it has the all-essential shipping qualities. Unlike most of the cherries on the market



today, and especially the light-colored cherries, the Roe is sufficiently firm-meated to insure safe shipment and delivery to any part of the United States or Canada that is reached by railroad.

## Possibilities of The Roe

An indication of the success which awaits this new cherry, and the interest manifested by the public generally, is shown by the number of orders for trees of this variety we have received up to this time, before it has really been placed on the market or advertised at all. One party became so enthusiastic after seeing the fruit that he declared it would bring seventy-five cents per pound in the open market. Whether or not he overestimated must remain to be seen, but it is not unlikely it will set a record price so far as cherries are concerned, for it has no competitors, so far as we are able to learn.

Probably the most accurate and reliable indication of the success that awaits this cherry as a commercial variety was shown during the Oregon State Horticultural Society's Annual Meeting for 1910, held in Portland, Oregon, during which a prominent horticulturist, in his address before the Society, stated (without knowledge that such a cherry existed), "that if a cherry could be found equal to the Royal Ann in quality, but ripening a month or six weeks later, it would be worth millions of dollars to the fruit-growers of the state." The speaker in making this statement did not know that such a cherry existed or ever would exist, but was merely setting forth the need of and the possibilities of such a variety.

## PERSONAL EXPRESSIONS AND PRESS NOTICES

"We thank you for your letter of August 26th, and the cherries which were picked from your new seedling August 24th. This fruit is quite a curiosity in the East at this time, and we believe ought to be a good product for you to offer for sale in Eastern markets. We are passing the samples around and everyone who tastes them thinks they are all right."

Yours truly,

J. Horace McFarland Co.

Harrisburg, Pa., August 31, 1910.



"I have your letter of August 26th and also the box of cherries which you so kindly sent me. It was indeed a treat to receive such fine cherries at this time of year.

"I believe this cherry is worthy of propagation and dissemination, even though it did not have the advantage of lateness, which is its chief distinction. I believe there is a place for a late cherry as good as this one."

Very truly yours,

F. A. Huntley,

State Commissioner of Horticulture.

Kennewick, Wash., August 30, 1910.



"I beg to acknowledge receipt of sample of your new seedling cherry which were sent us with your compliments. I must say that this fruit impresses me as being worthy of extensive propagation. Its

lateness is an important item, and the quality and general appearance ought to commend it to the public. I am glad to have had an opportunity of seeing this new cherry. It looks good to me."

Yours very truly,

A. E. Gipson,

Editor Gem State Rural and Livestock Journal

Caldwell, Idaho, September 3, 1910.



## From the Oregon Agriculturist

of September 15th, 1910

"It is ordinarily considered that cherries belong to the months of June and July, but this office was in receipt of a box of cherries the latter part of August which would tend to prove that there are improvements going on in the line of cherries as well as in other lines of fruit.

"The cherries referred to were taken from a seedling tree found on the farm of Mr. Barnett Y. Roe, who lives near Gaston, Oregon. This tree has been bearing heavy crops for several years past and has every promise of proving a valuable variety, particularly since it matures from six to seven weeks after such varieties as the Royal Ann, Bing and Lambert. This variety was awarded first prize at the Cherry Fair held at Salem, Oregon, this summer for the best seedling cherry with merit.

"It has long been recognized that if a good cherry ripening later than the common varieties, so as to extend the cherry season, could be discovered, it



would be a valuable addition to the cherry family. The new seedling favors the Royal Ann and the Centennial in appearance, having characteristics of both. It has a splendid flavor, and in addition possesses that one most essential quality of firmness of meat, without which there would be no chance of it ever becoming more than a mere local variety.

"The nursery people report their intention of propagating this variety, and on account of its being located on Mr. Roe's farm, are naming it after him. We have every reason to believe, in view of the fact that the firm has taken hold of this new and promising cherry, that it will be thoroughly tested in different localities, and if possessing the merit indicated at this time, it will within a few years occupy a prominent place in the cherry kingdom."



## From the Daily Oregon Statesman

of August 30th, 1910

"Samples of a new seedling cherry have just been received at this office. The fruit was picked from the tree on August 24th, fully six weeks later than the other popular varieties of cherries.

"The new fruit specimens are delicious in flavor, and their solidity and other excellent qualities indicate that the new seedling will become a very choice variety for sending to distant markets as well as supplying home consumption."



Inasmuch as trees of this variety are necessarily very limited in quantity, and being desirous of accommodating as many purchasers as possible, we have decided to sell no more than twelve trees on any one order. We believe YOU will want at least a few of this new variety in your garden or orchard, and to insure receiving them you should place your order as early in the season as possible.

## PRICES

The following prices are for first-class No. 1 yearling trees, budded stock, having three-year-old root system, delivered to your nearest railway station or steamboat landing. Customers desiring their trees sent by express may do so by paying express charges and deducting five per cent from the cost of the trees.

Less than six trees, each. . . . .	\$ 2.00
Six trees. . . . .	10.00
Twelve trees . . . . .	20.00

Remember also that we have a full line of all standard varieties of apples, pears, peaches, cherries, prunes, small fruits, shade trees, etc. Prices right. Inquiries solicited.



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